



SB Helping Hands Safe Driving Campaign

2023–2024

Our Purpose

The SB Helping Hands Club is a service club at South Brunswick High School dedicated to serving our community. Our club offers service projects and opportunities that benefit our school, our community, and our planet. At each meeting we include a guest speaker that aims to promote the understanding of service groups locally and on an international level.

The Executive Board

Advisors: Ms. Kelly Zielinski & Ms. Taylor Payne

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Vice President: Sophia Lu

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Treasurer: Vaibhavi Srivastava

**Exec. members: Angelina Thai, Gabino John Samuel,
Nathan George, Shradha Duvvuri, Lamya Hussain**



“Mind on the Road, Hands on the Wheel”

Our club is participating in the Champion Schools Initiative for the Brain Injury Alliance of New Jersey by conducting a Safe Driving campaign. We strive to promote the awareness of the dangers of being a distracted driver, passenger, and pedestrian— this year’s focus on driver safety and eliminated distractions for drivers. It is extremely important for our youth to understand the responsibility they hold while being on the road, not only to themselves but to others.

PSA video



A peek into our Campaign



Spreading Awareness In School:

- ❖ Awareness Tables during Friday lunches (photo booth, raffle, pledge, trivia)
- ❖ Movie Night Fundraiser (4/30)!!
 - Trivia, prizes, driver safety history museum, signing of safe driving pledge, photo booth for social media campaign with our hashtag #mindontheroadhandsonthewheel
- ❖ Included a reminder in Prom Packets
- ❖ Focus for March club meeting
- ❖ Upcoming partnership with Drivers Ed classes

Spreading Awareness In School:

- ❖ SB Helping Hands meeting dedicated to safe driving
 - Collaborated with SBPD to have Officer Bucca come speak to students and educate them on safe driving, driving laws, and local statistics
 - Brought impaired driving goggles for students to use to understand dangers of driving impaired
 - Students wrote cards to local PD
 - Students made Instagram reels with statistics and safe driving tips



SFB Helping Hands' Distracted Driving Awareness Campaign

CARS MOVIE NIGHT

Join us this Tuesday
April 30th
5-8pm in Blue Cafe

Ka-chow!
All Proceeds
donated to
ENODD.org!!



Sponsored by SFB Helping Hands' safe driving campaign!

A "Promise" to drive safe!

#safedrivers
• Drive sober
• Abide by speed limits/lights
• Keep your attention on the road

#safepassengers
• Do not create distractions for the driver
• Stay seatbelted
• Being the designated texter/GPS

Distracted Driving is fatal.

THE TEXT CAN WAIT
MIND ON THE ROAD, HANDS ON THE WHEEL.



TOPIC:
Distracted Driving Awareness

Make safe driving messages roll!

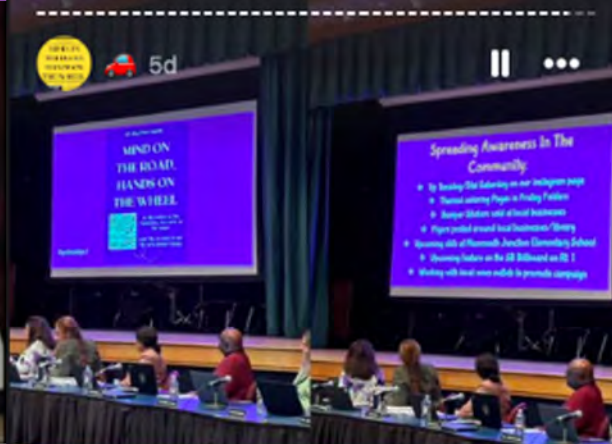
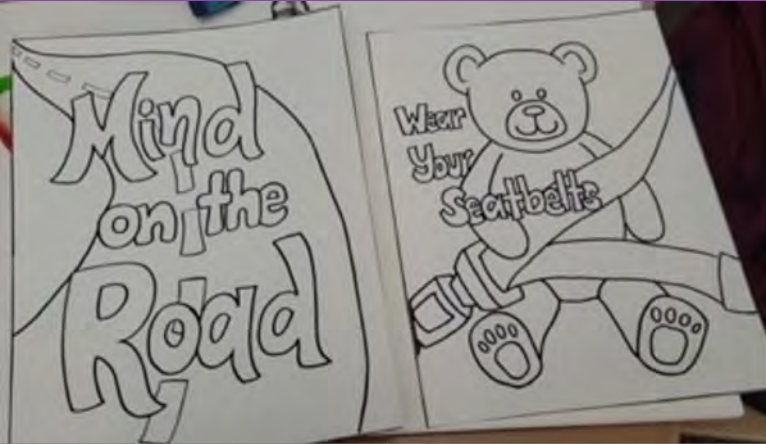
SFB HELPING HANDS

#safedrivers #safepassengers

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Spreading Awareness In The Community:

- ❖ Tip Tuesday/Stat Saturday on our Instagram page
- ❖ Themed coloring Pages in Friday Folders
- ❖ PSA played daily on video announcements and available on YouTube to public
- ❖ Bumper Stickers sold at local businesses
- ❖ Flyers posted around local businesses/public library
- ❖ Skits performed at Monmouth Junction Elementary School
- ❖ Feature on the SB Billboard on Rt. 1
- ❖ Working with local news outlets to promote campaign
- ❖ Presentation at Board of Education meeting – streamed to township



SB HELPING HANDS

MIND ON
THE ROAD,
HANDS ON
THE WHEEL



AS THE DRIVER OR THE
PASSENGER, STAY SAFE ON
THE ROADS!

SCAN THE QR CODE TO SIGN
THE SAFE DRIVING PLEDGE



Sign the pledge :)

SB Helping Hands
thanks you for being a
safe driver 😊